

Exercise

What's Your Issue?

Everyone has heard politicians give stump speeches that outline their key issues and their plans to change things. Have you ever taken a moment to think about your own stump speech—the issues that mean the most to you and your ideas for how to move forward? As a candidate, you'll be asked time and again why you are running and why people should vote for you. How will you answer? Feel overwhelmed? You shouldn't. Taking a stand doesn't have to be intimidating. You just have to stop and think for a minute.

Step 1

Take some time to answer the questions below.

What is the issue that you care about the most?

Why do you care about it? What is your personal connection to the issue?

What solution(s) do you suggest for that issue?

How might you implement those solutions?

Step 2

Find someone who shares your issue. Write their name and contact information here:

Exercise

Building Your Support Network

It's time to think about your network. What groups and individuals can you identify as potential allies? Who can help you get your message out to a wide audience? Write down five names of people in your network, and one specific thing you could ask them to do for you and your campaign.

1. Who is there to support you no matter what?

What is your ask to them:

2. Who have you been afraid to ask for help from but could be helpful?

What is your ask to them:

3. Who has special skills that can help you in your goal?

What is your ask to them:

4. Who is someone well-known that you would most like help from?

What is your ask to them:

5. Who does not agree with you? How will you get them to listen to you?

What is your ask to them:

Exercise
The Elevator Speech

An elevator speech is one of the most useful message techniques to have in your toolbox. Your elevator speech should only be about 30 seconds long and include your full name, your issue, why it matters to you, why it should matter to your audience, and a request for help. Take a moment to fill in the boxes below with the different elements of your elevator speech.

What's your full name?

What's your issue?

Tell a personal story about your issue.	Why should your audience care about your issue?
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What solution do you have for your issue? Why are you the person to solve it?

What is your call to action? What specific action do you want your audience to take to help you?
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